

**BACHELOR OF BUSINESS
ADMINISTRATION (SERVICES
MANAGEMENT) (BBASM)**

Term-End Examination

December, 2025

BSM-015 : MANAGING SERVICE PROMISES

Time : 2 Hours

Maximum Marks : 50

Note : *All questions are compulsory.*

1. Fill in the blanks. Each question carries
1 mark : 10×1=10
- (a) existence is the implication
showing that the service is difficult if
not impossible.

- (b) is a vivid mental picture of a service's benefits or qualities such as showing people on vacation having fun.
- (c) communications are those across functional boundaries in an organisation.
- (d) is whatever I want in a product or service.
- (e) pricing strategy is used by products that can be divided into two distinct parts.
- (f) The lowers price sensitivity.
- (g) is an example of favouritism where it is portrayed that all bidders are equal but yet there are some who are not.
- (h) means linking the service to a tangible person, place or object.
- (i) branding consists of various strategies to sell the brand inside the company.

- (j) imagery integrates two or more items in some mutual action resulting in improved recall.
2. Answer any *five* of the following questions in about **100** words each. Each question carries 2 marks : 5×2=10
- (a) Explain the term 'Customer Education'.
 - (b) Explain the term 'Psychological Costs'.
 - (c) What is competition based pricing for services ?
 - (d) Explain the term 'Dumping'.
 - (e) Explain the term 'shared cost effect'.
 - (f) What is the need of IMC ?
 - (g) Why is there need of Price Discrimination ?
3. Answer any *four* of the following questions in about **250** words each. Each question carries 5 marks : 4×5=20
- (a) How does service intangibility pose a service communication challenge ?

- (b) How can an organisation leverage social media for communication ?
- (c) Explain the concept of discounting in detail with example.
- (d) Why is it important to create a strong service brand ?
- (e) Explain the use of viral marketing.
- (f) Discuss the impact of Internet on the perception of consumers towards pricing.

4. Answer any *one* question in **500** words :

1×10=10

- (a) Draw and explain service branding model.

Or

- (b) Provide an example of an industry where you see price war happening. Elaborate on strategies used by the companies involved.

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